



King County
Water Taxi

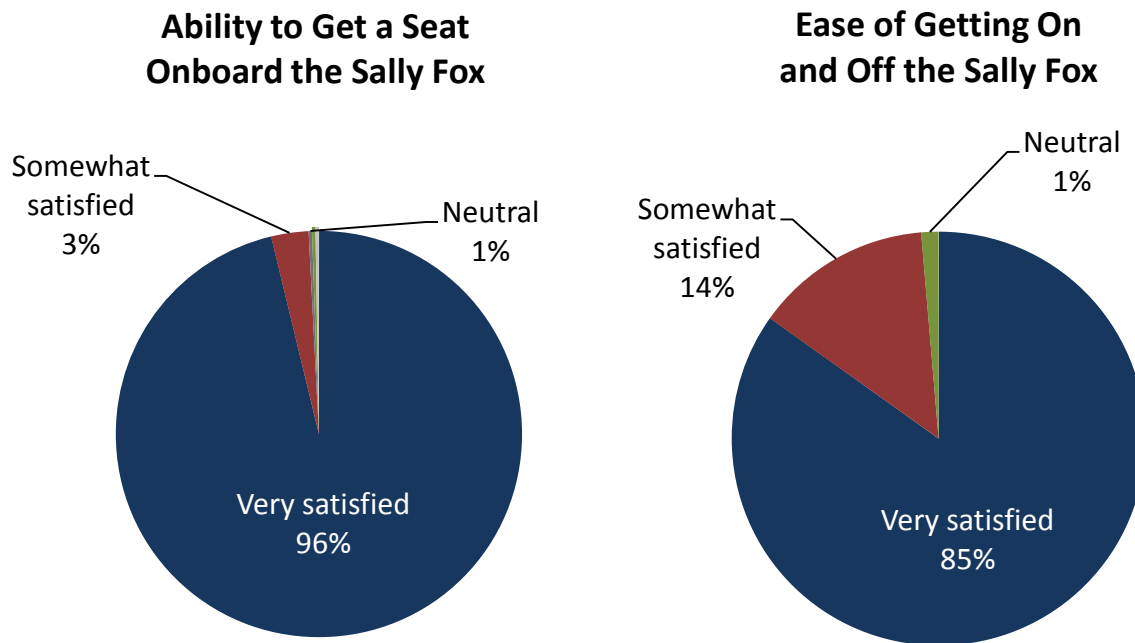
SALLY FOX SURVEY RESULTS

During the week of June 22nd, the Marine Division surveyed our riders on the Vashon route to obtain thoughts on our service with the new vessel, the Sally Fox. We are committed to providing the best possible commute for our riders and the survey was an opportunity for riders to express themselves, share first impressions of the boat, and give feedback on future opportunities for the route. We would like to thank the 370 riders who filled out the survey onboard; the respondents represented over seventy-five percent of our daily commuter roundtrip passengers. With the help of these responses we hope to be able to provide a better water taxi service.

Below are the results of the surveys as compiled by *Myra Franzone and Kanwal Yousuf*
2015 King County Marine Division Summer Interns

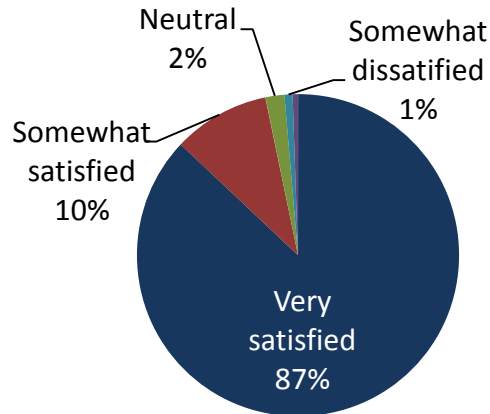
Satisfaction with Service Aboard

We first asked how satisfied you were with the service aboard the Sally Fox and about the ease of getting on and off the Sally Fox. We were happy to see that there was a very high satisfaction rate in regards to seating and getting on and off of the vessel.

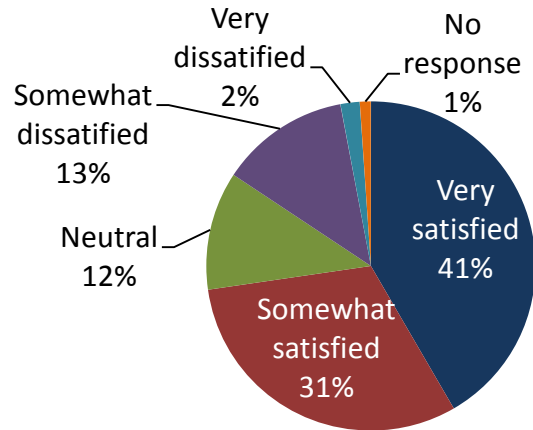


Eighty-seven percent of respondents said they were very satisfied with our on-time performance. Our on-time performance rate has been 97.3 percent (leaving within 5 minutes of scheduled departure time) in 2015. Of the riders, 87% were very satisfied with our on-time performance. There was more variety in the responses concerning the convenience of the Vashon schedule. These responses have helped us begin to evaluate our current schedule and any positive changes that could be made to best serve the riders.

On-time Performance of the Vashon Route

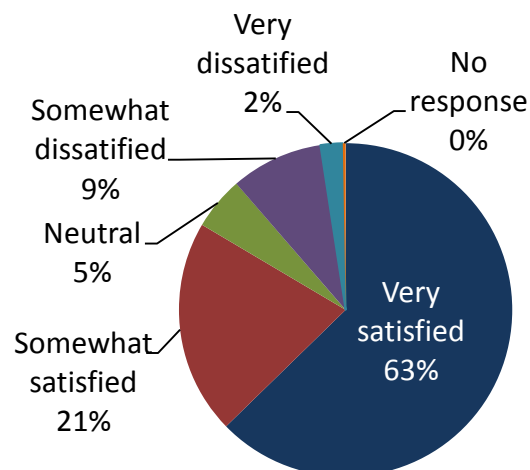


Convenience of the Vashon Route Schedule



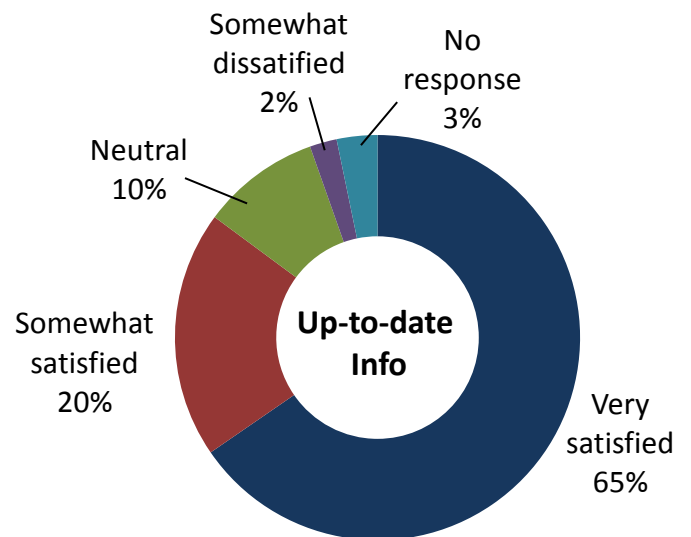
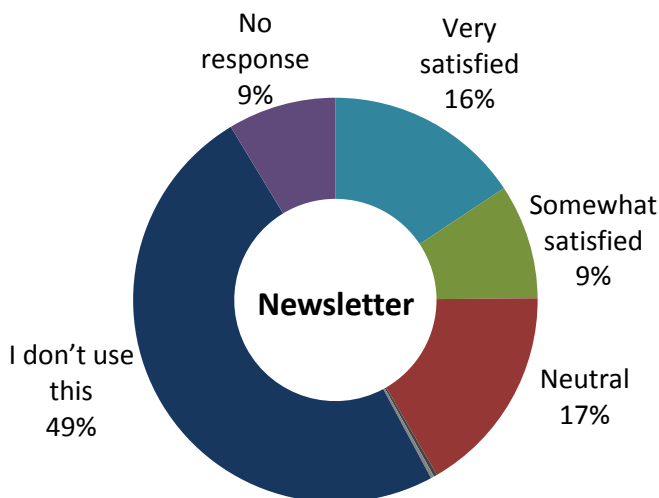
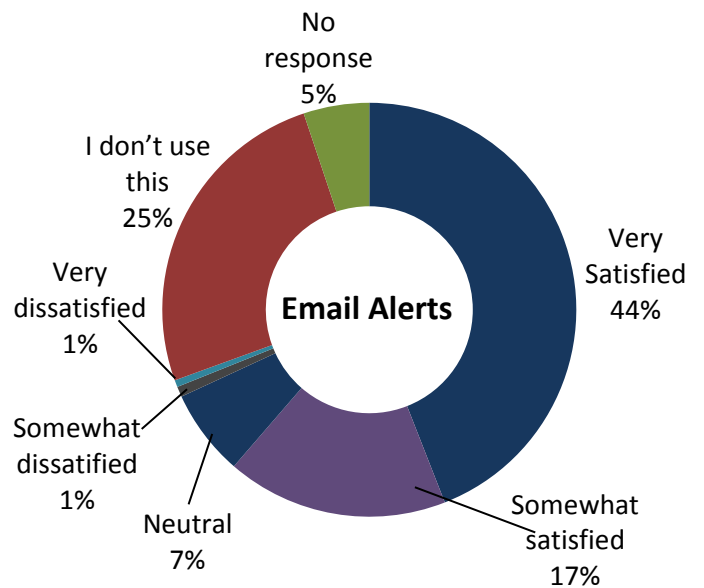
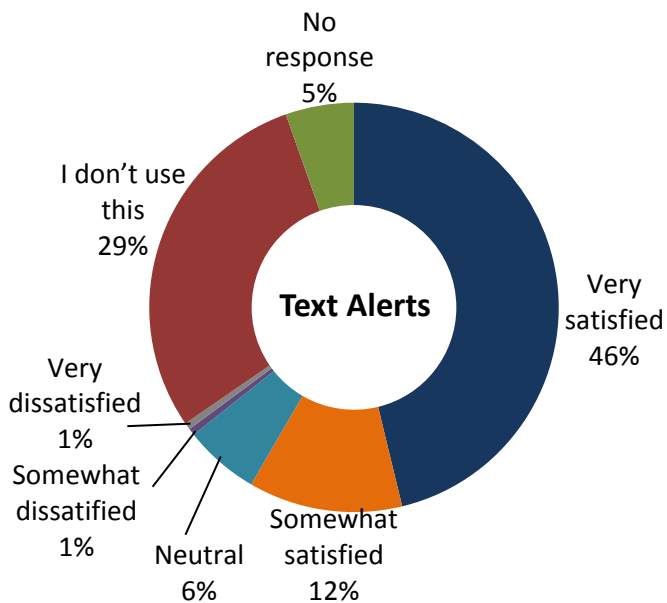
Rider responses have told us we need to focus on the temperature on board, the convenience of the schedule, and giving up-to-date information about the water taxi to our riders. Our goal is to increase satisfaction in each of these areas by looking at ways to regulate cabin temperature and ensuring that updated information on the water taxi is continually provided.

Temperature Onboard the Sally Fox



Satisfaction with Communication

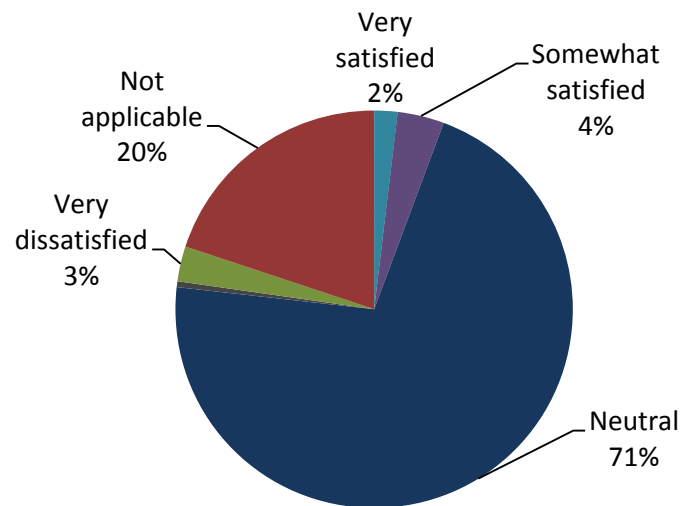
The next question related to how information is communicated about the water taxi service; focusing on newsletters, text alerts, and emails. For the 27% that are not currently using our communication channels, you can subscribe following the link on the right side of our website at www.kingcounty.gov/watertaxi. Opinions of the newsletter were evenly distributed between being neutral to very satisfied, with the other half of respondents not using it at all (Newsletters come out in the winter, summer, and fall). Additional information riders would like to receive included future funding for the Water Taxi, fuel usage, and environmental impact.



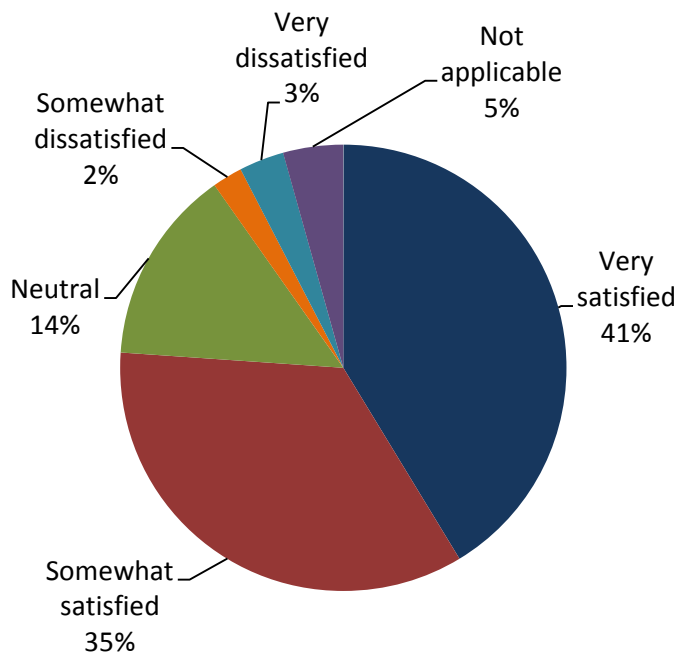
Commuting with Bikes

The next questions asked were bike rider specific. We had 91 responses by those who have commuted by bike on the Vashon Water Taxi route. We asked these riders how satisfied they were with the following amenities.

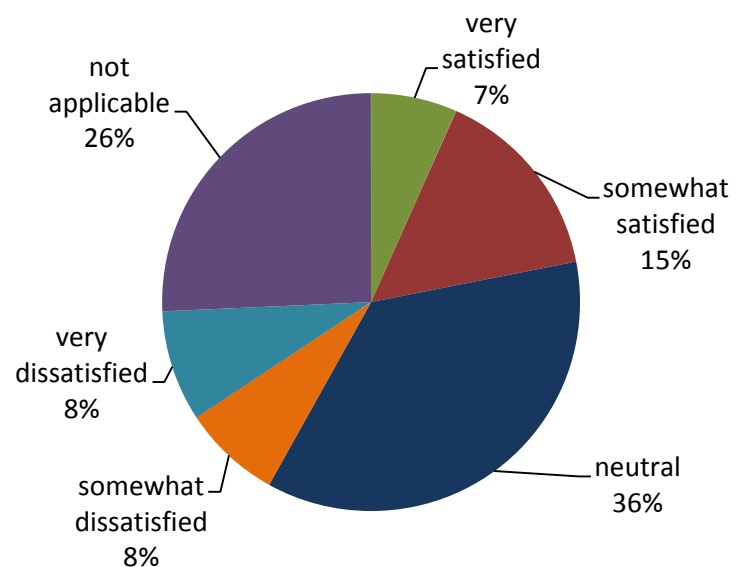
Bike Racks at Pier 50 (Downtown Seattle)



The Bike Racks Onboard the Sally Fox



Bike Racks at the Vashon Dock

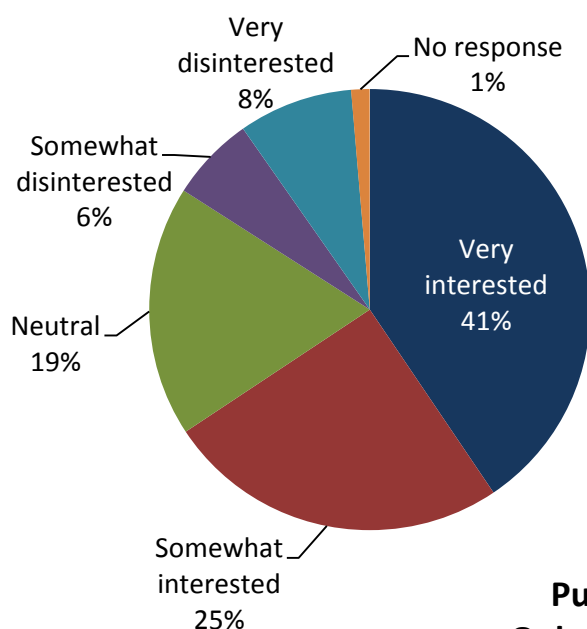


Amenities

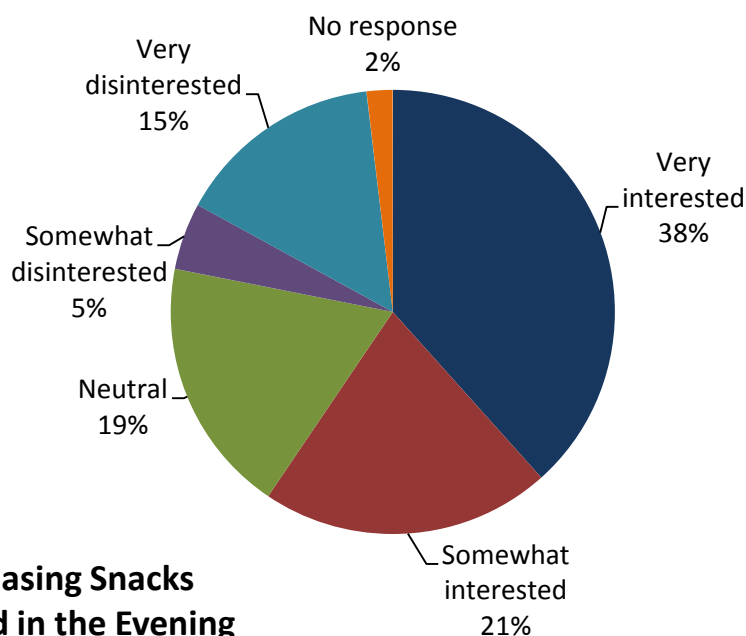
The final question related to future amenity opportunities on the Vashon route. Topics ranged from beverage and snack purchases to future options for our bicyclists.

We also asked about the purchase of beer and wine (in the evenings) on the route. This was mostly split across the board while purchasing snacks seemed to bring mostly positive responses. Based upon these results, we are exploring the possibility of having food and drink amenities onboard in the morning and/or evening.

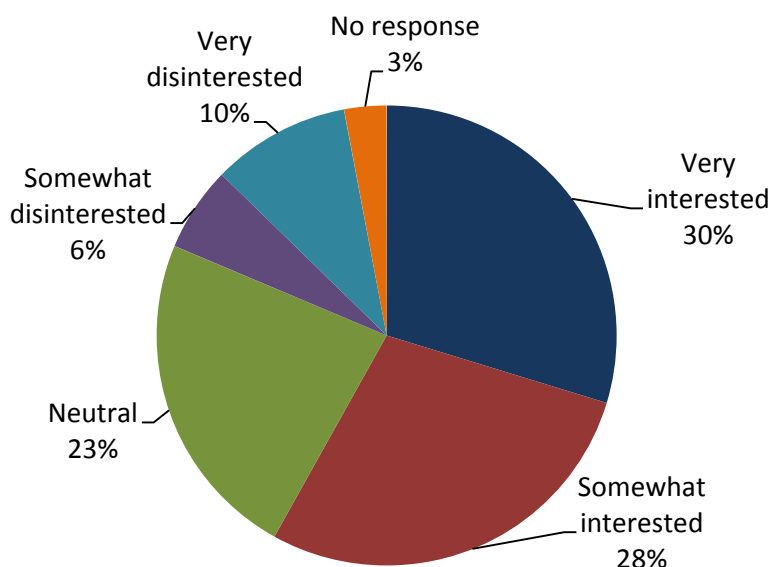
**Purchasing Coffee or Pastries
Onboard in the Morning**



**Purchasing Beer or Wine
Onboard in the Evening**



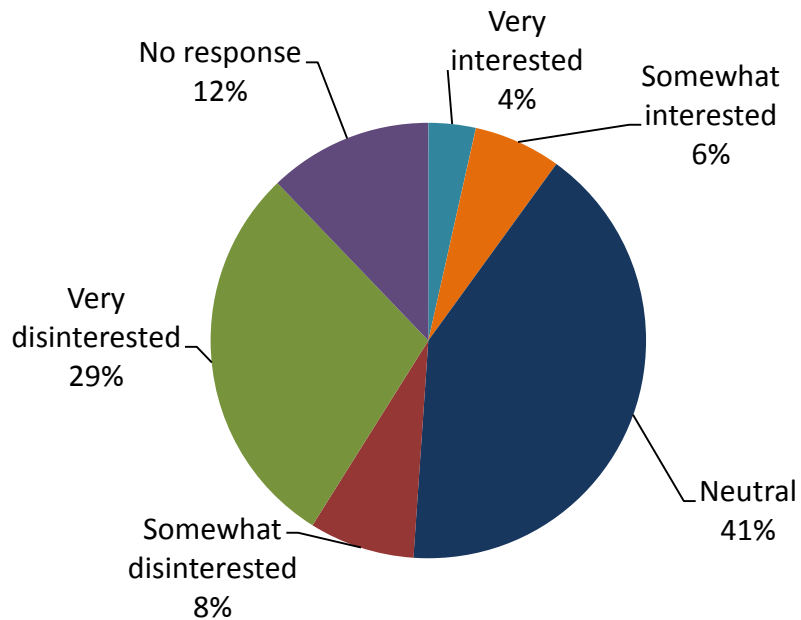
**Purchasing Snacks
Onboard in the Evening**



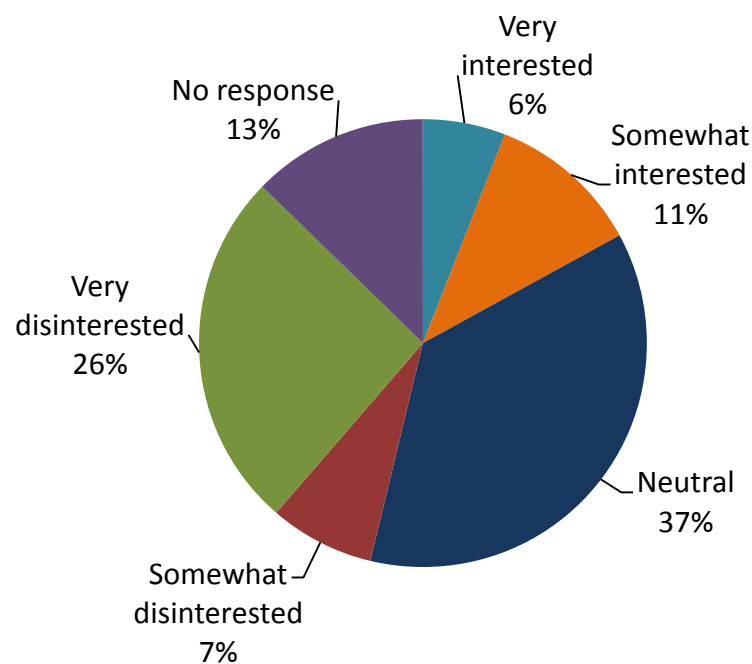
Bike Specific Amenities

The following question asked riders how interested they would be in the following amenities at the Coleman Dock.

Using a Bike Wash Station at the Colman dock



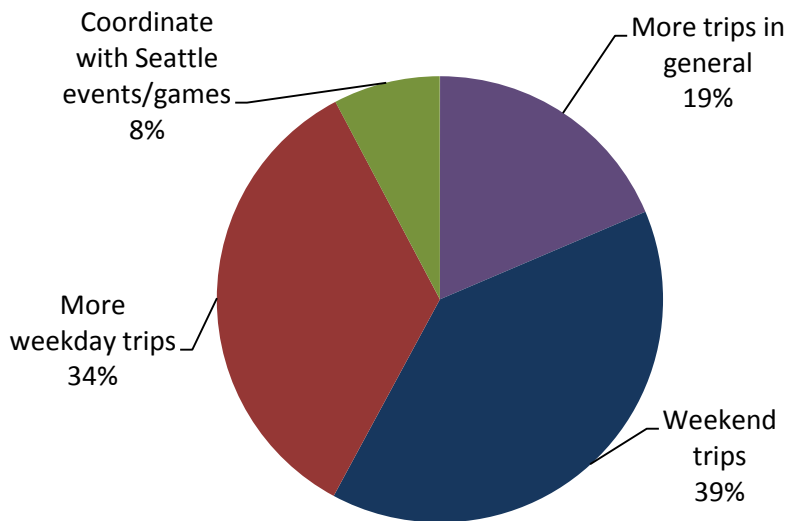
Using Bike Lockers at the Colman Dock



Other Comments to Improve Our Service

Many riders wrote additional comments including requests for additional service for commute hours, midday, and weekends. Suggestions for increasing ridership included a free first time rider pass, surveying ideal sailing times, and advertising in the Vashon community. Some suggested onboard entertainment, including sports or news on the video monitors.

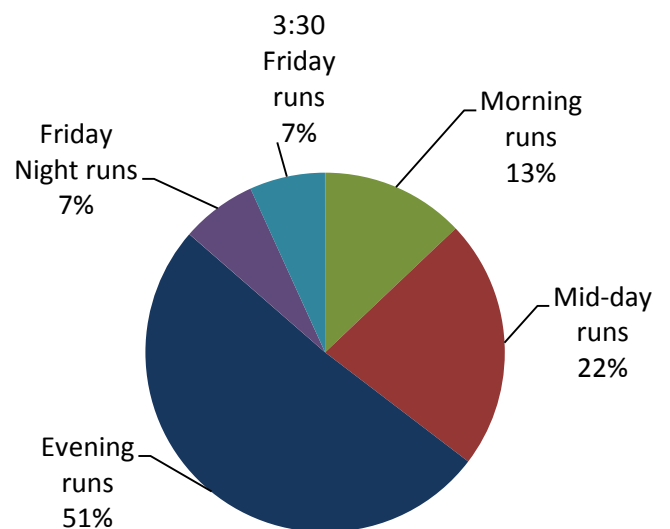
Additional Trips Requested



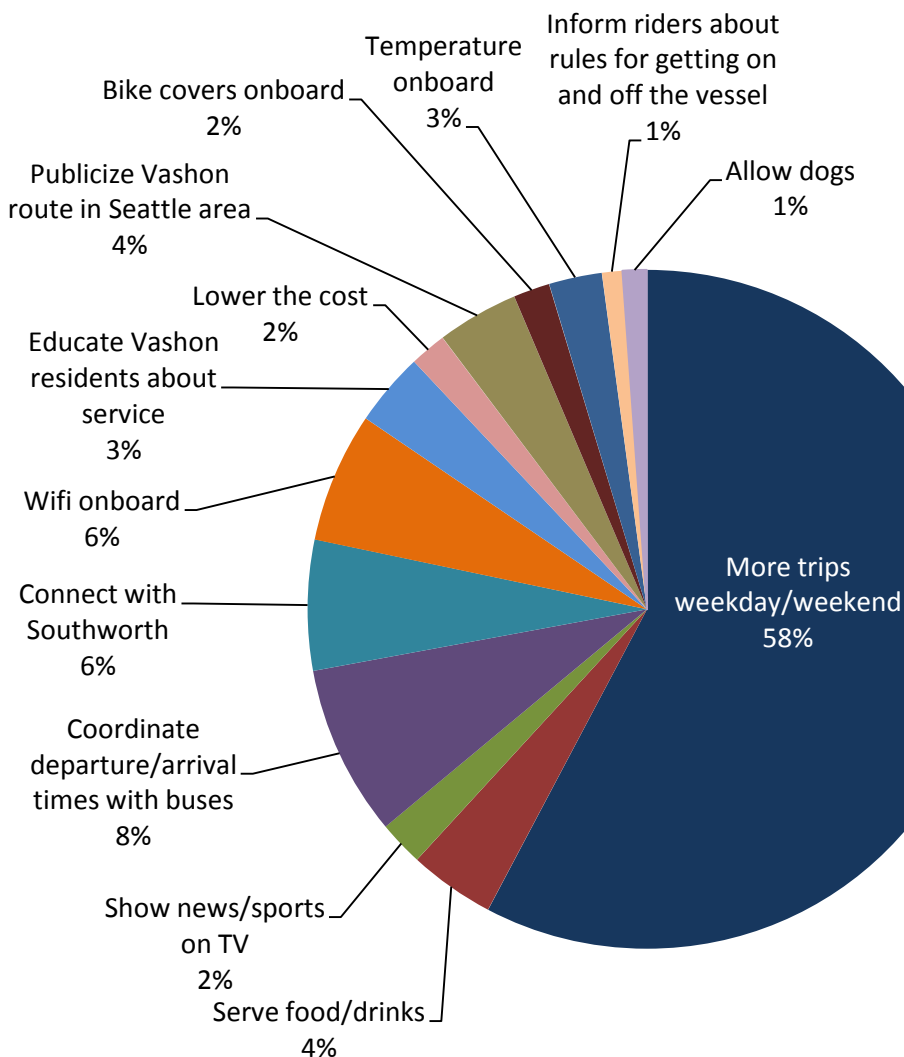
Many people who responded requested multiple types of trips. Of these, the most frequent trip requested was weekend runs.

51% of those requesting more weekday trips asked for additional runs later in the evening. 22% asked for more midday runs, and 13% asked for more morning runs. 14% asked for additional runs on Fridays.

Weekday Suggested Trips



Suggestions to Increase Ridership



58% riders suggested increase in more trips within the fill in the blank portion of the survey. There was also a large portion of riders that suggested coordination with departures/arrivals of other busses, which makes up 8% of the surveys.

Thank you for your feedback, support, and for choosing to ride the King County Water Taxi.

July 17, 2015

